

Making Your User Guides Relevant in a 2.0 World



**LIBRARY TECHNOLOGY CONFERENCE
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Brief History of User Guides



- From Pathfinder to [Static Web Pages](#)
- First emerged in the mid 1990's
- Challenge of Paper...Wanting Automation
- Librarians spend a great deal of time creating and updating guides...Is it worth the investment?
- Individually created by institution with varying standards and uses

Static Web Pages





[Libraries Home](#) [Hours](#) [Site Index](#) [Contact Information](#)

University Libraries

Subject Guides

Business, Labor & Economics — Marketing and Advertising

To find books on marketing topics in the HELIN catalog, use subjects such as "Marketing" or "Advertising" and their subdivisions.

[Brand Names & Market Shares](#) | [Demographic & Marketing Information](#) | [Advertising & Media](#) | [E-Resources](#) | [Electronic Indexes & Databases](#)

Brand Names & Market Shares [top](#)

[URI Ref Business Table](#)
Encyclopedia of Consumer Brands. 3 vols. 1994.
Gives detailed profiles of the United States' most popular names, including a history of the brand, and analysis of the brand's standing in its Market, and advertising innovations and strategies. A picture of the brand's logo is provided, as is a short bibliography.

[URI Ref Business Table](#) Earlier in Serial Stacks. 1991, 1997-(Annual)
Market Share Reporter.
Compilation of reported market share data on companies, products, and service.

[URI Ref Business Table](#)
World Market Share Reporter.
Compilation of reported market share data on companies, products, and services at the international level.

Demographic & Market Information [top](#)

[URI Ref Business Table](#) Earlier in Serial Stacks. 1993-(Annual)
Demographics USA.
Contains detailed demographic information for all states and countries, including a measure of consumer buying power. Ranks metro areas by population characteristics and sales of types of products. Sales, employment, and number of establishments by type are also given.

Advertising & Media [top](#)

[URI Ref Business Table](#)

Standard Directory of Advertising Agencies.

For each U.S. advertising agency, this directory gives the agency's specialization, officers, account executives, approximate annual billing, breakdown by advertising media, and names of accounts. Also includes ranked lists of advertising agencies.

E-Resources [top](#)

<http://www.census.gov/main/www/subjects.html>

Census Bureau.

Official government source for a broad range of social, demographic, business, and economic statistics.

<http://www.bls.gov/cex/>

Consumer Expenditure Survey.

Consists of two surveys collected for the Bureau of Labor Statistics by the Census Bureau, the quarterly Interview survey, and the Diary survey, that provide information on the buying habits of American Consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

<http://www.prb.org>

Population Reference Bureau.

Non-profit organization that provides international statistical information on population, health, and the environment.

<http://www.thomasnet.com/>

ThomasNet.

Search engine that provides one source for finding the exact product, service, or supplier information obtained from the the knowledge base of Thomas Publishing Company family of products. Website searchable by product/service category, company name and brand name.

Electronic Indexes & Databases [top](#)

Journal articles on the subjects of Marketing and Advertising may be found in the following indexes and databases by conducting a keyword search or using subject headings such as Marketing, Advertising Agencies, and Demographic Surveys.

Why User Guides?



- Enhances information literacy instruction
- Allows virtual access to facilitate communication with remote patrons
- Model proper research techniques and resources
- Adds a virtual “librariansesque” presence to your website, filling a void when the library is closed
- Can facilitate communication and interaction between librarian and user

Modern User Expectations



- Content specific enough to meet their needs
- Variety of customizable options
- Continuous updates with current information
- Sophisticated search functionality
- Easily found on the library web page, catalog or through the use of search boxes

Modern User Expectations Continued



- Familiarity/comfort with interface
- Explanation of resources and their applicability
- Minimal number of clicks to access materials
- Easy to understand language – no library jargon
- Anytime, anywhere convenience

Meeting Their Expectations



- Target an appropriate audience
- Ask for input
- Be specific!
- Quality vs. Quantity
- Make it easy
- Check links and update regularly
- Speak their language

Basic Technologies Available



Make Static Pages Appear Dynamic with Widgets!

- **Del.icio.us Listing**
 - Great organization tool but links need to be maintenance
- **RSS Feeds of books and other materials**
 - Simply extracted from the catalog but need some tech skills
- **Simple Chat Widgets**
 - Easy to communicate with users but need to be available
- **Simple Search Widgets**
 - Makes searching one stop but need to know html code

Social Bookmarking Listing




Pros

- Free!
- Collaborative
- Multiple tagging for organization
- Variety of sophistication

Cons

- Link maintenance
- Controlled Vocabulary
- RSS feeding to web page can be difficult with code

Example Delicious Listing

 **delicious**

Home | Bookmarks | People | Tags


Join Now! | What's New? | Learn more | Help | Sign In

Search these bookmarks Search

These are some of the tasty subjectguide, consumer and general bookmarks chelmsfordlibrary has saved on Delicious.

Want to start saving your own? Learn More

Join now!

 **chelmsfordlibrary's subjectguide, consumer and general Bookmarks**

Bookmarks | Network | Tags | Subscriptions

See all subjectguide, consumer and general bookmarks in Recent.

chelmsfordlibrary | subjectguide | consumer | general | Type another tag | Bookmarks 6

Sorted by Most Recent

27 JUL 07 [Internet Public Library: Consumer Resources](#) SAVE 2

A listing of Consumer-related web resources compiled by the staff of the Internet Public Library.

consumers | directory | subjectguide | consumer | general

[Froogle - Google Product Search](#) SAVE 878

Google's comparative shopping service searches the web to find the best price on many different items.

shopping | consumers | ecommerce | subjectguide | consumer | general

[ConsumerWorld](#) SAVE 393

ConsumerWorld has gathered over 1100 of the most useful consumer resources on the Internet.

consumers | Shopping | reviews | subjectguide | consumer | general

[ConsumerSearch.com](#) SAVE 2168

Reviews hundreds of product reviews, analyzes them, distills the information shoppers need and recommends which products are the best.

consumers | reviews | shopping | subjectguide | consumer | general

[Better Business Bureau](#) SAVE 427

Nation-wide organization that voluntarily tracks in a fair way the conduct of businesses, service providers and charities, and provides an online search tool for looking up an organization's record.

business | bbb | consumers | subjectguide | consumer | general

[Angie's List](#) SAVE 1454

A consumer-driven organization that collects and distributes detailed customer satisfaction reports on local businesses in more than 150 categories.

consumers | reviews | review | subjectguide | consumer | general

Save a new bookmark


Tags

▼ Related Tags 8

+bbb	1
+business	1
+consumers	6
+directory	1
+ecommerce	1
+review	1
+reviews	3
+shopping	3

► Top 10 Tags

► All Tags 221

 RSS feed for these Bookmarks © All Rights Reserved

Showing 10 bookmarks per page

Delicious Implemented in Guide



Other Suggested Resources

[MVL's Internet Consumer Resources Guide](#) - Consumer resource websites collected and maintained by the staff of the [MVL](#).

Health Information

[My Delicious Bookmarks](#)

[Physician Profiles from the MA Board of Registration in Medicine](#)

On-Line Physician Profiles, including education, training, and experience of all licensed MA physicians.

[CPL :: Reference :: Health Resources](#)

Chelmsford Library's Health Resources Subject Guide

Government-Sponsored

[My Delicious Bookmarks](#)

[Massachusetts Office of Consumer Affairs and Business Regulation](#)

Protects Massachusetts consumers by alerting them to disreputable practices and by promoting fair and honest competition.

[Federal Consumer Information Center](#)

Answers to your questions about the Federal government and common consumer issues. The citizen's help desk for everyday life.

[FTC Bureau of Consumer Protection - Consumer Information](#)

Consumer Protection is the online service of the Office of Consumer and Business Education of the Bureau of Consumer Protection. It offers the full text of consumer publications on a wide range of categories.

[Consumer.gov\(USA\): Home Page](#)

A consumer-driven organization that collects and distributes detailed customer satisfaction reports on local businesses in more than 150 categories.

General

[My Delicious Bookmarks](#)

[Internet Public Library: Consumer Resources](#)

A listing of Consumer-related web resources compiled by the staff of the Internet Public Library.

[Froogle - Google Product Search](#)

Google's comparative shopping service searches the web to find the best price on many different items.

[ConsumerWorld](#)

Consumer World has gathered over 1100 of the most useful consumer resources on the Internet.

[ConsumerSearch.com](#)

Reviews hundreds of product reviews, analyzes them, distills the information shoppers need and recommends which products are the best.

[Better Business Bureau](#)

Nation-wide organization that voluntarily tracks in a fair way the conduct of businesses, service providers and charities, and provides an online search tool for looking up an organization's record.

[Angie's List](#)

A consumer-driven organization that collects and distributes detailed customer satisfaction reports on local businesses in more than 150 categories.

Car Information

[My Delicious Bookmarks](#)

[NADA Guides](#)

Pricing new autos and trucks, car reviews and free car quotes from local dealers.

RSS Feeds (Really Simple Syndication)



Pros

- Aggregates content into one location
- Create many different feed
- Push and pull technology
- Free

Cons

- Subscription based
- Need to know a little html but there are generators
- Consumer driven

Example RSS Feeds



The screenshot shows the RMIT University Library Subject Guides page for Education. At the top, there's a red banner with the text "Library Subject Guides //". Below this, the breadcrumb trail reads "Library Home » Library Subject Guides Home » Education (http://rmit.libguides.com/content.php?pid=11573)". The main heading is "Education" with a subtext "Last update: Aug 15, 2008 Tags: [education](#)". A paragraph follows: "This research guide will provide you with starting points for finding information on adolescence, early childhood education, primary education, secondary education, teaching." Below this is a navigation bar with tabs: "Home", "Books", "Journals", "Article databases", "News sources", "Multimedia", "People and organisations", and "Other". Underneath, there are two more tabs: "Doing research" and "Websites of interest". A search bar is present with the text "Search:" and a dropdown menu set to "Guides" with a "Go" button. Below the search bar, there are two main sections: "Latest Library News" and "Contacting me". The "Latest Library News" section includes a link to "AMH database on trial" and "Midnight study space @ RMIT Swanston". The "Contacting me" section contains a message from the School Liaison Librarian for education across all campuses of RMIT University, stating that staff and students are welcome to contact them about library services and resources, and providing office hours (9.30am-6.00pm Mon-Fri).

RMIT University Library Subject Guides //

[Library Home](#) » [Library Subject Guides Home](#) » Education (<http://rmit.libguides.com/content.php?pid=11573>)

Education

Last update: Aug 15, 2008 Tags: [education](#)

This research guide will provide you with starting points for finding information on adolescence, early childhood education, primary education, secondary education, teaching.

[Home](#) [Books](#) [Journals](#) [Article databases](#) [News sources](#) [Multimedia](#) [People and organisations](#) [Other](#)

[Doing research](#) [Websites of interest](#)

[Home](#) [Comments \(0\)](#) Search: [Guides](#) [Go](#)

Latest Library News

Here are some recent news items from the Library blog ...

- [AMH database on trial](#)
- [Midnight study space @ RMIT Swanston](#)

Contacting me

I'm the School Liaison Librarian for education across all campuses of RMIT University.

Staff and students in the School are very welcome to contact me about any aspect of the library services and resources. I am based at the Bundoora campus library so feel free to drop by, call or email. My office hours are 9.30am-6.00pm Mon-Fri.

This example has library news as the RSS feed on the subject guide. Other library subject guides have incorporate new book feeds or delicious web site feeds that pertain to a specific topic.

Online Chat Widgets



Pros

- Free
- Provides instant access
- Low to no tech skills needed
- Point-of-Need from anywhere

Cons

- Fee
- Availability
- Demand

Example Chat Widgets



Your Corner - A Place to Interact

I hope my son grows up fast, else i will b broke buying mother's day gifts for my wife...!! :)

History [Edit Me](#)

History [close](#)

I hope my son grows up fast, else i will b broke buying mother's day gifts for my wife...!! :)


Mar 23 2006 guest

Very inspiring gemstone colors. Those cross-stitch pendants can make a nice Mother's Day gift.

Mar 08 2006 PaulJ

Chat widgets can be found additionally in the catalog or designate ASK page.


Need Help? Ask Us Available

 **Pop Out**

Type here to chat.


To browse and chat use the Pop Out button.

IM a Librarian

 a librarian is online

Type **here** and hit enter to send a private message.

edit nickname: meeboguest210432

 [get meeb](#)

Search Widgets



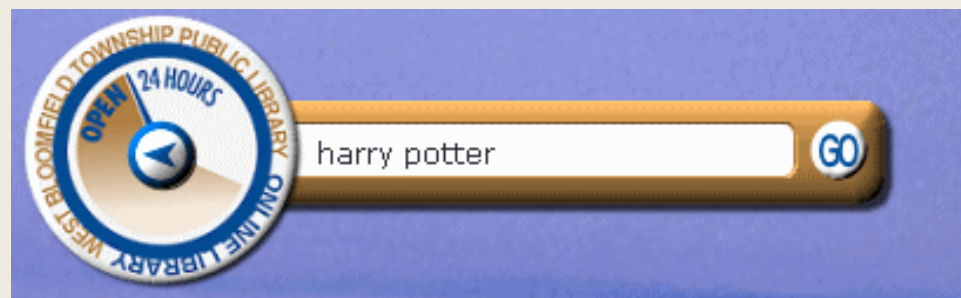
Pros

- Vendors have free ones that you can adapt.
- Allows users to search catalog or databases in multiple places.
- Google-like and familiar.

Cons

- Need to know some html code.
- Vendor might not offer a search widget for product or may offer at a cost.

Example Search Widgets



Search widgets are becoming popular on user guides, especially where federated search products are being implemented.



Automated Technology Options



Products that Make User Guide Creation Easy

○ Wikis

- A collection of interlinked web pages with information, designed to be collaboratively authored by a number of individuals

○ Library à la Cart

- An open source tool created by Oregon State University Libraries fully customized by librarians or staff at your own institution

○ Lib Guides

- A product released by the Springshare company that provides off-site hosting and a pre-programmed interface for creating single or multiple page web-based user guides

Wikis




Pros

- Free (Sometimes)
- Increases Productivity
- Easy to use and update
- Search functionality
- Many options available
- Easy cross-references

Cons

- Fee (Sometimes)
- Security
- Set up
- Local hosting
- Many options available
- User generated content

Wiki Example




navigation

- [Biz Wiki Home](#)
- [What's New](#)
- [Business Blog](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

search

your librarian



• [Chad Boeninger](#)

article | discussion | view source | history

Main Page


Welcome to the Ohio University Libraries Biz Wiki

[General Business](#) | [International Business](#) | [Company Information](#) | [Industry Information](#)
[Marketing Information](#) | [Economic Information](#) | [Research How-To's](#) | [Browse A-Z](#)

Select a Category to get started, or use the search box to the left. For more Biz Wiki tips, please visit the [Help Page](#).


The Biz Wiki is a collection of business information resources available through [Ohio University Libraries](#). It is designed to assist business researchers in finding the best resources for their projects or topics. The Biz Wiki contains articles about business reference books, databases, websites, and other research guides. Nearly all of the resources will only be available to current members of the Ohio University community, as many of the resources are subscription databases or local reference resources. To learn more about the Biz Wiki, visit the [About Biz Wiki](#) page.

Welcome to the Biz Wiki



Talk to Chad

Talk to Chad

 Chad is online

Library à la Carte from Oregon State



Pros

- Free
- Fully customizable
- Variety of Web 2.0 tools can be easily integrated

Cons

- Programming skills and time required
- Server space and maintenance must be locally available
- No easy Facebook integration



Library à la Carte Example

Children's Literature Librarian

Maureen Kelly

Office Hours:
OSU Cascades Campus, Bend,
Oregon

Contact Info:
1 (541) 322-3110
Maureen.Kelly@oregonstate.edu

About this Guide

This is a general research guide identifying and finding books for children or young adults, as well as information about this literature. You'll find suggestions for locating books, articles, topical overviews, research tools, and factual information. If further assistance is needed, please contact the subject librarian.

Children's Literature

General Information

Finding Books

Finding Articles

Reference Sources

Useful Websites

Quick Links

[Academic Search Premier](#)

[Professional Development Collection](#)

[CLCD](#) Children's Literature Comprehensive Database

[ERIC](#) Education Resources Information Center

[ILL Forms](#)

[Off-Campus Access](#)

[E-campus](#)

Overview

This is a general research guide for identifying and finding books for children and young adults, as well as information about this literature. You'll find suggestions for locating books, articles, topical overviews, research tools, and factual information. If further assistance is needed, please contact the subject librarian.

LibGuides



Pros

- Easy updates
- Limited web design skills required
- Customization available
- Off-site hosting
- Information is easily reusable

Cons

- Cost is Higher
- Off-site servers cause some access problems
- Not fully customizable

LibGuides Example

[Library Home](#) » [KnightGuides Home](#)

[» Admin Sign In](#)

BA 353 - Marketing

Last update: Jan 09, 2009

URL: <http://knightguides.wartburg.edu/ba353>

[Print Guide](#)

[SHARE](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [Email](#)

[Finding Company Information](#)

[Demographics](#)

[@ Your Library](#)

Finding Company Information

[Comments \(0\)](#)

[Print Page](#)

Search

Guides

Go

Quick Tips

- The EDGAR form type for an annual report is 10-K
- Use the correct company name. For instance, IBM in EDGAR must be called International Business Machines

[Comments \(0\)](#)

Resources

• [EDGAR](#)

The place to find all SEC Filings & Forms - contains a handy tutorial to help with the search process.

• [MarketWatch.com](#)

• [LexisNexis](#)

Compare company information or find news articles with this great tool.

• [U.S. Securities and Exchange Commission](#)

Homepage of the U.S. Securities and Exchange Commission. Contains news articles about companies and rulings, as well as regulations for filing.

• [Wall Street Journal](#)

New! You may now access Wall Street Journal articles from the comfort of your dorm room with Wall Street Journal Online.

• [Business Source Premier](#)

A generalized database of core business publications and company information.

Meet Your Librarian



Kari Weaver

Ask Librarian



kariweaver is offline



Advanced Technology Options



- Need time, some money, and know how!
- Podcasting and Screencasting
 - Subscription based
 - Anytime, anywhere delivery for convenience
 - Need a good video recorder, audio equipment, and server space
 - Great for book reviews or general tours
- Tutorials
 - Anytime, anywhere access; Point of need
 - Need screen capturing software; with good audio capabilities
- Mashups!
 - This is the future of the library subject guide
 - RSS feeds, Images, everything feed into one web page
 - Content is not owned by creator

Example Podcasting in LibGuides


From Auckland
University of Technology
in New Zealand



[AUT Library Home](#) » [Subject Guides Home](#) [Admin Sign In](#)


Taxation

This is a brief guide to sources of information for Taxation available at the AUT Library

Last update: Mar 04, 2009 | URL: <http://aut.ac.nz.libguides.com/taxation> | [Print Guide](#) | [SHARE](#) 


[Home](#) [Books](#) [Databases](#) [Journals](#) [Websites](#) [APA Referencing](#) [Podcasts](#)

Podcasts [Comments \(0\)](#) [Print Page](#) [Guides](#) [Go](#)



**Podcast Software**

- NZ podcast software
Download the software for podcasts and links to NZ podcasts.
- BigPod - Podcasting New Zealand
Subscribe to find, create and play NZ podcasts for free


[Comments \(0\)](#)

**New Zealand**



- ABN Amro Craigs midday wrap: March 9 (1:21)
- NZ Business March 9: nzstockfootage (2:46)
- NZ Business March 9: US delays trans-Pacific trade talks (3:44)
- NZ Business March 9: February QV figures (2:32)
- NZ Business March 9: Morning markets (1:48)

 [Visit Website](#)
 [Subscribe to Feed](#)


[Comments \(0\)](#)

**Radio New Zealand Business News**

- Evening Business News
- Midday Business News
- Markets Update
- Business News
- Evening Business

 [Visit Website](#)
 [Subscribe to Feed](#)

[Comments \(0\)](#)

**Melanie Shepherd**

Contact Info:
City Campus Library
VIA Building
Ph: 921-9999 ext 8568
Monday-Friday
[Send Email](#)

Links:
[Profile & Guides](#)

Subjects:
[Accounting](#), [Finance](#), [International Business](#), [Law](#), [Taxation](#)

Powered by Springshare; All rights reserved. Report a tech support issue.
View this page in a format suitable for printers, mobile devices and screen-readers.

Example Tutorial



Wartburg College
A selective liberal arts college, nationally recognized for community engagement

[Calendar](#) | [Directory](#) | [E-Mail](#) | [Inet](#) | [My.Wartburg](#) | [A-Z Index](#)

[BACK](#)

Vogel Library

[Off-Campus Access](#)

[LIBRARY HOME](#) - [RESOURCES](#) - [SERVICES](#) - [ABOUT US](#) - [INFORMATION LITERACY](#) - [WARTBURG HOME](#)

[LIBRARY HOME](#) > [CLASS HANDOUTS](#) > BIBLICAL COMMENTARY

[View Tutorial](#)

[Notify Your Professor](#)

This tutorial is designed to help users find commentaries using the library catalog and related reference sources.

Length: 10 minutes

Questions about the tutorial?

Email:
karen.lehmann@wartburg.edu

Finding Biblical Commentaries and Related References



Note: This tutorial contains video and audio clips that require the use of a movie player and speakers.

iPac Search Our Catalog

360 Find Journals by Title

 Search Databases by Subject in KnightOwl

 Class Research Guides

 Cite Your Sources

 Learning Express

Search EBSCO

Information/Renewals - (319) 352-8500 | Reference Desk/Classroom Requests - (319) 352-8506

Example Mashup Process

Obtained from the blog:

Library Playground

<http://libraryplayground.wordpress.com>
using search phrase
Mashup

The screenshot displays the Pipes application interface for a mashup titled "NCAA Book Title Search From Plymouth and NC State". The interface includes a sidebar with categories: Sources, User inputs, Operators, Url, String, Date, Location, Number, Favorites, My pipes, and Deprecated. The Sources list includes Fetch CSV, Feed Auto-Discover, Fetch Feed, Fetch Data, Fetch Page, Fetch Site Feed, Flickr, Google Base, Item Builder, Yahoo! Local, and Yahoo! Search. The main workspace shows a "Fetch Feed" component connected to a "Filter" component, which is then connected to a "Pipe Output" component. The "Fetch Feed" component has a URL list: <http://www.lib.ncsu.edu/catalogws>, <http://www.plymouth.edu/library/?s>, and <http://www.aadl.org/cat/seek/search>. The "Filter" component is configured with the following rules:

Field	Operator	Value
item.description	Contains	ncaa
item.description	Contains	college
item.description	Contains	university
item.title	Contains	ncaa
item.title	Contains	college
item.title	Contains	university
item.description	Contains	ACC
item.title	Contains	ACC
item.description	Contains	SEC
item.title	Contains	SEC

The "Pipe Output" component displays the following results:

Time taken: 1.477571s [Refresh](#)

- ▶ Pete Nevell's playing big / Pete Nevell, Sven Na
- ▶ Basketball skills & drills / Jerry V. Krause, Do
- ▶ Untold glory - African Americans in pursuit of

Example Final Mashup Product

Obtained from the blog:
Medallia Blog

Post by Al Nevaraz

http://blog.medallia.com/2007/04/google_print_library_lookup_mashup.html

Google Book Search
Json web service
Search Books

Head Rush Ajax
By Brett D. McLaughlin

Page 373

Peninsula Library System
Head Rush Ajax ...
In Library
Full screen

Fighting Words



Today's adrenaline-laced, psyched-up fighters:

XML and JSON

XML: (pleases all JSON)

JSON: Your time has finally come, XML. Tonight, the world is gonna see that you've lost a step, especially when it comes to JavaScript and asynchronous applications.

XML: I've heard that one before... but here I am, still the reigning data format in the world.

JSON: You're only at the top because people think that there's nothing else available. I know lots of people that can't stand you, XML... you're big and bloated, and a real pain to work with.

XML: I'm big because I can handle anything. Snowboard sales, HTML, purchase orders... you throw it at me, I'll take care of it. No problem. You think a little pip squeak can handle all those different

head. I don't care about all those things. I just care about getting information from a web page to a server and then back without a bunch of extra work... like having to crawl up and down a DOM tree. Know anyone who thinks that's fun?

XML: Uh, yeah. Hello? We've got a whole group of DOM experts out there these days, writing killer user interfaces. Did you see that Top 5 CDs listing? That was pretty cool, and it was only about 100 lines of code. Anyone that knows the DOM is ready to use XML, today!

JSON: Look, all developers really need is a lightweight data format that's easy to work with in JavaScript. And that's me, big boy, not you.

XML: What are all the servers going to think about this? You know, PHP and Perl and Java... I don't

Summary



Sick of creating web sites that reload every time a user moves the mouse? Tired of servers that wait around to respond to users' requests for movie tickets? It sounds like you need a little (or maybe a lot of) Ajax in your...

[More about this book](#)

Contents

[Table of Contents](#)

Author [McLaughlin, Brett](#)

Title **Head rush Ajax / Brett McLaughlin.**

Publication info. Sebastopol, CA : O'Reilly, c2006.

[Permanent link to this record](#)

Location	Call No.	Status
College of San Mateo Reserves	QA76.73.J39 M35 2006	CHECK SHELF
Menlo Park - Main Nonfiction	005.133 AJAX 2006	DUE 04-26-07
San Mateo Main Nonfiction 2nd FI	005.133 AJAX	DUE 04-13-07

Implementation @ YOUR Library



- Getting buy in from staff
- Forming a team
- Planning for implementation
 - Creating standards
 - Interfacing with tech department
 - Matching talents with tools
 - Addressing user expectations

Implementation @ YOUR Library



- **Finding Help and Experience**
 - Look locally and globally!
 - Online tutorials and web guides
- **Assess your User Guides**
 - Usage statistics
 - Surveys
 - Focus Groups

Final Thoughts...



- **Choose Web 2.0 Tools Carefully**
- **Be Realistic About Your Available Time, Money, and Technological Skills**
- **Start Small and Build on Your Momentum**

Recommended Readings



- Buckland, M. (1992). *Redesigning library services: A manifesto*. Chicago: American Library Association.
- Courtney, Nancy, ed. (2007) *Library 2.0 and Beyond*. Westport, CT: Libraries Unlimited.
- Gibbons, S. (2007). *The academic library and the net gen student*. Chicago: American Library Association.
- Farkas, M. (2007). *Social software in libraries: building collaboration, communication and community online*. Medford, NJ: Information Today.
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- Mack, T., Manoff, M., Miller, T.J., & Smith, A.D. (2004). Designing for experts: How scholars approach an academic library web site. *Information Technology and Libraries*, 23, 16-22.

Sources We Used



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- Farkas, M. (2007). *Social software in libraries: building collaboration, communication and community online*. Medford, NJ: Information Today.
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